

Attorney's Docket No.: 06543-008002

**OFFICIAL COMMUNICATION****FACSIMILE****FOR THE PERSONAL ATTENTION OF:****EXAMINER PAULA SMITH****GROUP FAX NO: (703) 308-5257**

Number of pages including this page 21

Applicant : Payne et al.

Serial No. : 08/878,396

Filed : June 18, 1997

Art Unit :

Examiner : Paula Smith

FACSIMILE COMMUNICATION

Title : NETWORK SALES SYSTEM

Commissioner for Patents

Washington, D.C. 20231

Sir:

Attached to this facsimile communication cover sheet is what we believe to be Paper No. 3 in the above-referenced application, faxed this day of November 1, 2000, to Group, the United States Patent and Trademark Office. Please note that we have no idea what paper No. 5 is supposed to be. If you have the file please check and let us know what the title of the paper is for paper No. 5. Upon receipt of your response, we will provide you with that paper if we have one.

Respectfully submitted,

Date: November 1, 2000

*James E. Mrose*  
for James E. Mrose (Secretary)  
Reg. No. 33,264

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*paper #5 Amendment B.*

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PATENT

ATTORNEY DOCKET NO. 06543/008002

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Andrew C. Payne et al.  
Serial No.: 08/878,396  
Filed : June 18, 1997  
Title : NETWORK SALES SYSTEM

Art Unit: 2414  
Examiner: D. Gregory

Assistant Commissioner for Patents  
Washington, DC 20231

RESPONSE

In response to the Examiner's action dated July 6,  
1998, please amend the claims, as follows:

1. (Twice amended) A network-based sales system,  
comprising:

a merchant database comprising a plurality of digital  
advertisements and a plurality of respective product fulfillment  
items;

at least one creation computer for creating said  
merchant database; and

at least one merchant computer for causing said digital  
advertisements to be transmitted to a user and for causing  
advertised products to be transmitted to said user;

said creation computer, [and] said merchant computer,  
and a payment computer being interconnected by a public packet  
switched computer network;

said creation computer being programmed to create said  
merchant database, and to transmit said digital advertisements

Date of Deposit

October 6, 1998

I hereby certify under 37 CFR 1.8(a) that this correspondence is  
being deposited with the United States Postal Service as first class  
mail with sufficient postage on the date indicated above and is  
addressed to the Assistant Commissioner for Patents, Washington,  
D.C. 20231.

Robyn LevesseRobyn Levesse